

The Learning Connection:

School Breakfast, Physical Activity & Academic Achievement

Presented by:

Heidi Knoblock, MPH
Illinois Field Manager
Action for Healthy Kids



- Overview of Action for Healthy Kids (AFHK)
- Child Overweight and Obesity
- The Learning Connection
- School Breakfast
- Physical Activity
- Questions
- *School Grants for Healthy Kids*





Who Are We?

Action for Healthy Kids (AFHK) is a national grassroots partnership created to address the epidemic of overweight, undernourished, and sedentary youth by focusing on changes in schools.

Healthy Kids Learn Better



Who Are We?



Our goal is to create school communities where children learn how to make healthy choices from the minute they walk in the front door to the minute they leave at the end of the school day.

Childhood Obesity Issue

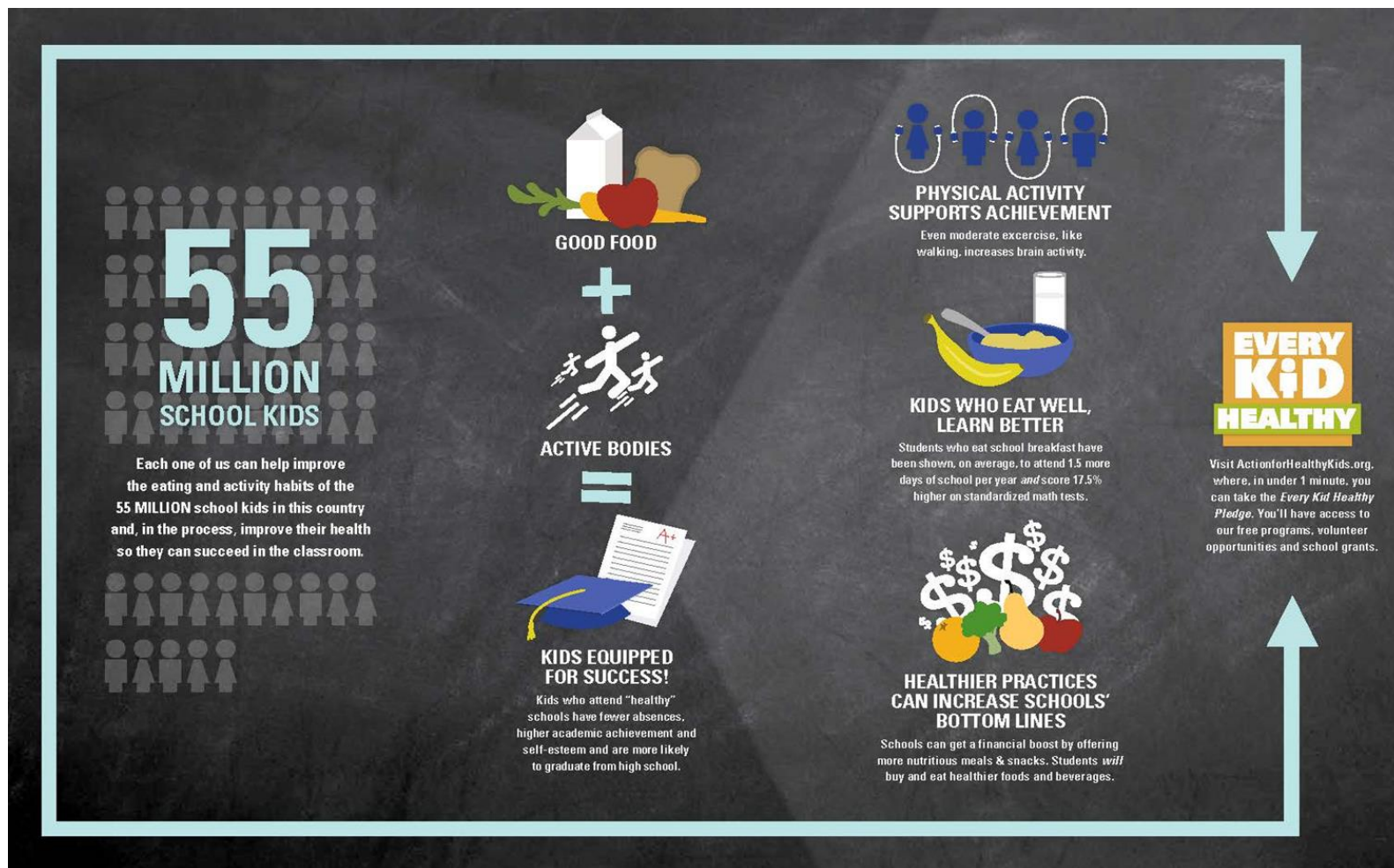


THE LATEST PROJECTIONS

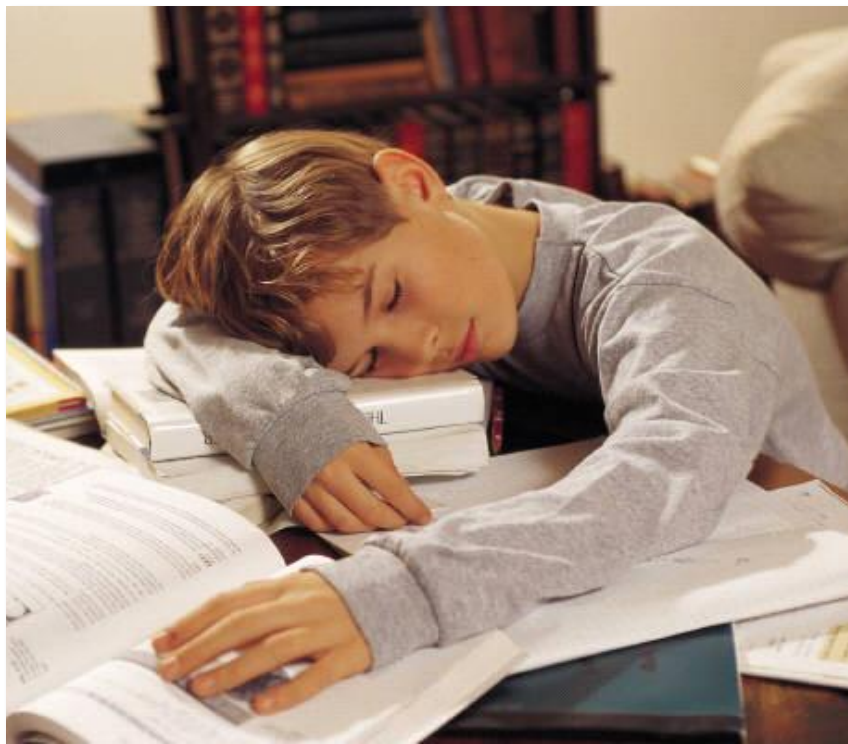
If we don't reverse the trend, by 2030:

- Obesity related medical costs could be up to 20% of total health costs or \$500B annually
- Obesity rates will increase 42% (32M obese Americans)
- Severe obesity will more than double from 5% to 11%

The Learning Connection



The Learning Connection



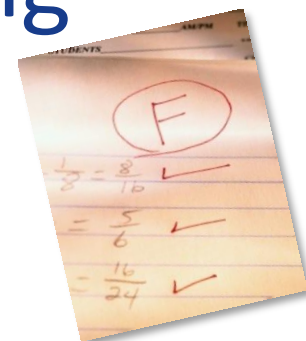
Undernourished children tend to have low energy, are often irritable, and have difficulty concentrating.

Action for Healthy Kids, “The Role of Sound Nutrition and Physical Activity in Academic Achievement”

The Learning Connection



They also score lower on vocabulary, reading comprehension, and arithmetic tests.



Action for Healthy Kids, “The Role of Sound Nutrition and Physical Activity in Academic Achievement”

The Learning Connection



Overweight kids miss school four times as much as normal weight kids.

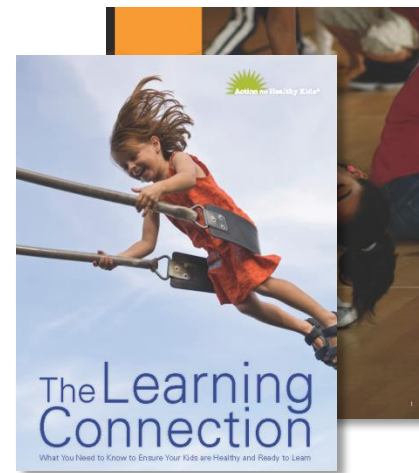
www.actionforhealthykids.org/who-we-are/facts/

School Breakfast



What we know:

- Normal brain development needs a variety of macronutrients and micronutrients
- Majority of youth eat fewer nutrient-rich foods and over consume
- 1 in 4 children live in food-insecure households
- Studies of school children with insufficient food revealed poorer class performance, more absences from school, and a decline in academic achievement





According to a 2013 national report, students who eat school breakfast:

- Attend 1.5 more days of school
- Score 17.5% higher on standardized math tests



Breakfast Participation in Illinois

- During the 2011-2012 school year, just over 44% of the students who qualify for a FRP lunch were served breakfast.
- Expanding participation to 70% of FRP students would bring an additional \$50 million to the state from the federal School Breakfast Program.
- NKH School Breakfast Report will be released in early 2014 and will highlight the SBP participation of the top 70 school districts in the state.



The School Breakfast Trifecta



Nutrition &
Health (Obesity
Prevention)



Academic
Achievement &
Behavior



District
Funding

Breakfast & Health

- School breakfast is often healthier than breakfast from home
 - Less sugar, more fruit, more milk
- School breakfast participants have
 - Healthier body weight and BMI
 - Healthier overall diets (vitamins, micronutrients)



For complete references see:

- *Benefits of Breakfast: Health and Academics* fact sheet @ www.BreakfastFirst.org
- *Breakfast for Health* fact sheet @ www.frac.org

- Decreased tardiness and absenteeism
- Decreased disciplinary problems
- Increased motivation
- Improved peer-to-peer interactions



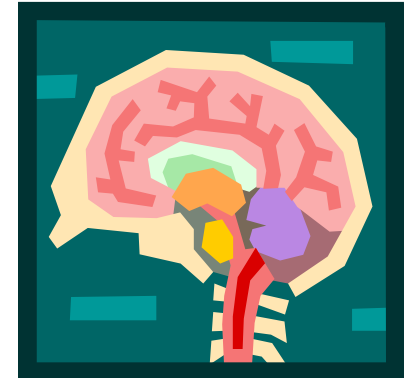
For complete references see:

- *Benefits of Breakfast: Health and Academics* fact sheet @ www.BreakfastFirst.org
- *Breakfast for Health* fact sheet @ www.frac.org

Breakfast & Brain Power

Eating breakfast is associated with:

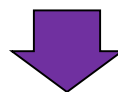
- Higher standardized test scores
- Improved math & reading grades
- Improved cognitive performance
- Better visual perception, spatial memory, short-term memory



For complete references see:

- *Benefits of Breakfast: Health and Academics* fact sheet @ www.BreakfastFirst.org
- *Breakfast for Learning* fact sheet @ www.frac.org

Increase SBP participation with effective models



- (1) Maximize meal reimbursements
- (2) Benefit from economies of scale



- (1) Self-sustaining nutrition departments
- (2) Increase “indirect” dollars into district’s general fund

Alternative Breakfast: Breakfast in the Classroom



Breakfast in the Classroom

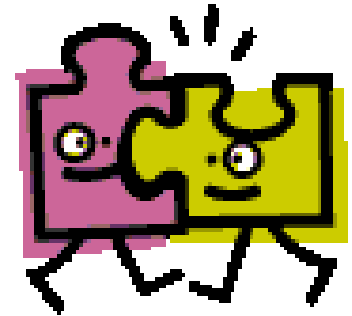
- All students are offered breakfast
- Works well with universally free meals
- Most common in elementary schools
- Served, eaten, cleared within 10-15 minutes

**Maximize Participation, Revenue,
and Student Benefits!**



Characteristics of schools that are a good fit for **Breakfast in the Classroom** include:

- High need (e.g. Provision 2 sites*)
- Low participation
- Limited cafeteria capacity
- Other factors such as stakeholder buy-in can be cultivated



*High need schools opting to serve meals to all students at no charge - Provision 2 schools have fewer administrative requirements, which offsets the extra cost for additional meals.

Start Up Cost Considerations

- Example of per classroom costs
 - \$50 for rolling, insulated cart
 - \$50 for rolling trash can
- Potential district costs
 - Additional storage, prep equipment, etc.
 - Additional labor for initial implementation



Success Story

Berwyn South School District



“This program has been extremely effective for our students, and we have noticed an increase in participants throughout the school year. I believe that the students who eat breakfast in the morning are able to focus more throughout the morning, have a positive attitude toward school, and feel better overall throughout the day”

Second Chance, Grab n' Go and Other Effective Models

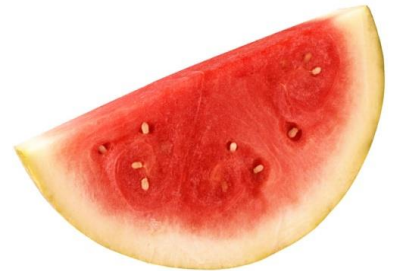


When

- Breakfast offered before school and
- During recess or mid-morning break

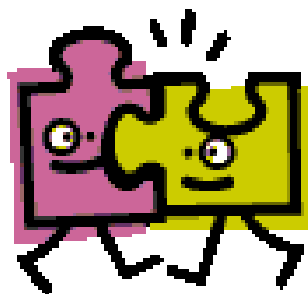
Where

- All grade levels
- Breakfast served at one location or multiple locations (e.g., cafeteria, mobile carts)



The Right Fit

- Successful regardless of school's FRP %
- Effectively serves students who aren't hungry early in the morning or aren't able to eat before school begins



When

- Suitable before school, on the bus, or during passing periods/breaks

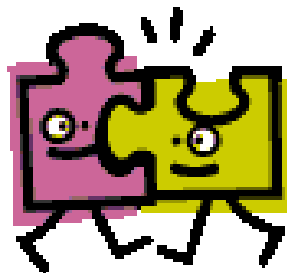
Where

- All grade levels, particularly secondary schools
- Bagged meals or breakfast items are laid out on carts
- Breakfast served in high traffic areas



The Right Fit

- Effectively serves students who come to campus too late to eat in the cafeteria or who get hungry before lunch
- Effective for schools with limited cafeteria seating capacity



Success Story

Granite City School District
Granite City, Illinois



“With the new Grab n’ Go system, our participation has more than doubled from the previous school year. Kids are taking to it well and love having an alternative to the traditional breakfast in the cafeteria.”

Physical Activity



Physical Activity in Schools



“I call (exercise) Miracle-Gro for the brain. Exercise keeps these cells healthy in a way that even playing chess (and other highly cognitive activities) does not.”

– John Ratey, MD
Associate Clinical Professor of Psychiatry
Harvard Medical School

Physical Activity in Schools



- The National Association for Sports and Physical Education (NASPE) recommends that kids get 60 minutes of physical activity daily.
NASPE: www.aahperd.naspe.org
- Experts recommend that 30 minutes should be provided by schools.

Physical Activity in Schools



Action for Healthy Kids, “The Role of Sound Nutrition and Physical Activity in Academic Achievement”

The Learning Connection

Increased physical activity leads to more focused classroom behaviors and improved mathematics, reading, and writing test scores.

Physical Activity in Schools



What Movement Does for the Brain

- Increases learning ability
- Increases attentiveness
- Increases the level of engagement
- Decreases behavioral issues
- Decreases absenteeism

“Move More, Learn More – Physical Activity at the Secondary Level,” Colorado Legacy Foundation Webinar, September 12, 2012
<http://colegacy.org/news/wp-content/uploads/2012/09/Move-More-Learn-More-PA-Presentation.pdf>

“Class size. Standardized testing. The three R's. When most people talk about how to improve education, they tend to focus only on what happens in the classroom. But the most unexpected opportunity to boost learning lies outside the classroom: on the playground at recess.”

“The State of Play”

Robert Wood Johnson Foundation

www.playworks.org/files/StateOfPlayFeb2010.pdf

Recess



Success Story

Millersburg Elementary School
Millersburg, Ohio

“Knights on the Move”

- Students walk or run laps during recess to earn tokens when they reach certain milestones.
- The “Biggest Movers” from each grade receive a gift card for new shoes.
- Students traveled 2,000 miles in four weeks!





Action for Healthy Kids®

Fitness or Brain Breaks



Classroom activity breaks activate the brain, improve on-task behavior, and leave students more focused and ready to return to their academic activities.

www.aahperd.org/naspe/publications/teachingTools/upload/PA-During-School-Day.pdf

Success Story

South Lakewood Elementary
Lakewood, Colorado

AFHK Parent Advocate Shannon Ratliff:



Teachers practice “Rock, Paper, Scissors,”
a conflict resolution technique

- Provided teachers with props, laminated cards, a SMART Board application and training to implement Brain Breaks.
- Used tracking program and incentives to help teachers reach their goals.

Before and After School



- Out-of-school time programs
- Intramural sports and activity clubs
- Walk and bike to school programs
- Family events and activities

Success Story

Norwich Elementary
Hilliard, Ohio



“I don’t think we could stop doing that now, because the kids really ask for that.”

— Mary Chace,
Norwich Game On! Champion

- Used *Game On! The Ultimate Wellness Challenge* as a framework
- Encouraged kids to walk to school with a drop-off point
- Established 10 walking school buses



Action for Healthy Kids®

EVERY KID NEEDS TO BE HEALTHY

Kids who don't eat nutritiously
and enjoy regular physical activity
may be at an academic
disadvantage.



Action for Healthy Kids®



School Programs ♦ Tools and Resources ♦ Expert Partners
Volunteer Opportunities ♦ School Grants

ActionforHealthyKids.org

LEARN • ACT • TRANSFORM

Questions?

For more information, contact:

**Heidi Knoblock, MPH
Field Manager, Illinois**

Action for Healthy Kids

312-878-2712

HKnoblock@ActionforHealthyKids.org



School Grants for Healthy Kids





School Grants for Healthy Kids

- AFHK will award over 1,000 schools
- Grants range \$500 to \$5,000
- Emphasis on physical activity and breakfast programs
- Grants to Schools, PTO/PTA, or school health & wellness teams (no CBOs or 501c3)
- Schools must:
 - Participate in the National School Lunch Program
 - Serve K-12 children

Breakfast Grants - Expansion

- Grants help expand or pilot an alternative or universal breakfast program and take advantage of reimbursements from the National School Breakfast Program



Breakfast Grants - Expansion

- Must have 50% + eligible for Free/Reduced; priority given to schools with enrollment >500 students
- Alternative = non-traditional ways of serving breakfast to students
 - Breakfast in the Classroom
 - Grab and Go
 - Breakfast After 1st Period, Second Chance Breakfast
 - Breakfast on the School Bus
- Universal = Free breakfast for all students
- IMPACT – Schools must realize an increase in Average Daily Participation by 25%; must provide nutrition information to students/parents



Breakfast Grants – Universal Pilot

- Schools with 60%+ f/r are eligible
- Grant awards \$2,000-\$2,500 to pilot a universal alternative breakfast program in 2-3 schools in a district; where expansion can occur across district over 3 school years
- IMPACT – Schools should strive to target an increase in Average Daily Participation to 85%; must provide nutrition information to students/parents

Physical Activity Grants

- Funding for facilities and equipment for recess, playgrounds/play-spaces, classroom energizers, physical education, intramural and/or before/after-school programs that introduce underserved youth populations to the value of an active lifestyle.
- IMPACT – Schools must increase physical activity opportunities to 30 minutes *per day* at school; must provide information to students/parents on the importance of physical activity

The Grant Application

Grant Sections

- School Contact Information
- Current ADP/PA Minutes
- Project Detail, Plan, Evaluation
- Budget
- Final Questions





Project Detail and Plan

- Make sure your description clearly describes what your school currently is doing and what you hope to do
- Don't forget about your sustainability plan
- Be realistic about your budget—funding will come in 2 installment checks (money can't be used for staffing, no more than 10% for incentives, food can only be purchased for taste testing)
- Make sure you have SMART outcomes

SMART Goals

S = Specific

M = Measurable

A = Achievable

R = Relevant

T = Time-Bound

Evaluation Ideas

- Student surveys for taste testing
- Capture the Average Daily Participation (ADP) on a monthly basis compared to last year
- Number of minutes students are being physically active over the course of the day
- Quotes from students on a monthly basis
- Communication plan for parents



The Grant Application

Grant Sections

- School Contact Information
- Current ADP/PA Minutes
- Project Detail, Plan, Evaluation
- Budget
- Final Questions



Sample Budget

	First Semester Request (not to exceed 65% of total)	Second Semester Request (not to exceed 35% of total)	Justification of Funds (Description of use of funds)
Program equipment and supplies	\$500	\$100	\$25 "Brain Break bag for 20 classrooms; \$100 worth of equipment for ancillary classes.
Incentives, gifts, and awards	\$50	\$50	Gift cards for the classroom with the most number of "Brain Breaks" logged.
Evaluation	N/A	N/A	
Printing and Copying	\$50	\$50	Printing of Classroom "Brain Break" logs
Meeting/Event Costs	N/A	N/A	
Every Kid Healthy Week Event Costs	N/A	\$100	Healthy snacks for taste testing at Every Kid Healthy event
Every Kid Healthy Week Promotions	\$50	\$50	All schools will receive \$100 Every Kid Healthy promotional items
Other	N/A	N/A	
Total Amount to School Support	\$650	\$350	

The Grant Application

Grant Sections

- School Contact Information
- Current ADP/PA Minutes
- Project Detail, Plan, Evaluation
- Budget
- Final Questions



Tips for Applying

- You can ONLY apply for one grant—pick your priority!
- Complete the paper application with your Team members as best you can
- Write the application as if the person reviewing it knew nothing about the issue
- Consider having an external reviewer read the application
- Submit the grant application through the online portal

Important Deadlines

- May 2, 2014 – Applications Due
- May 30, 2014 – Awarded schools notified
- June 13, 2014 – submission of MOA (including Wellness Survey and 5 member Wellness Team identified)
- Sept 10, 2014 – Webinar for grant funded schools
- Dec 12, 2014 – Mid Project report due
- May 29, 2015 – Final Project report due

Questions?

For more information, contact:

**Heidi Knoblock, MPH
Field Manager, Illinois**

Action for Healthy Kids

312-878-2712

HKnoblock@ActionforHealthyKids.org

